

# Who pays check for America's pastime?

## RADIO-TV SUBSIDIZE BASEBALL WITH \$17 MILLION FOR RIGHTS

Triggered primarily by the American League's controversial expansion, a boost in televised games, color television and a king's ransom in extras, baseball billings in 1961 will soar to an all-time high estimated at \$75 million, according to BROADCASTING's annual survey. This surpasses last year's overall estimated tab of \$70 million (BROADCASTING, March 14, 1960), far and away baseball's most productive year in broadcast billings.

Baseball teams in the two leagues will receive a total estimated at \$17.3 million from broadcasting. This is broken down to approximately \$6.3 million to the 10 teams in the American League, \$5 million to the eight teams in the National. In addition CBS-TV and NBC-TV will pay \$2.7 million for their *Game of the Day* telecasts and the World Series and All-Star rights have brought in another \$3.2 million.

These rights have in turn been sold to sponsors under many different types of contracts with beer companies the biggest single advertising classification. These contracts are estimated to total \$75 million this year as compared to \$70 million a year ago.

**Advertisers Eager** ■ The back-to-back record seasons (with another already set for 1962) have disproved the charge that some clubs are pricing themselves out of the market. Bidding in 1961 has been described on all fronts as highly competitive with most advertisers seeking to renew promptly so as to keep others out of the bidding.

The American League's decision to expand will bring baseball nearly \$2 million more revenue than was spent for broadcasting rights in 1961 (see chart page 30), with most of it coming from the new territories.

So good is business this year that Mutual Broadcasting's failure to renew its estimated \$750,000 *Game of the Day* broadcasts has made but a minor dent in the overall picture. Also adding to the rosy hue is the fact that most contracts already are firmed up—a turnabout from the last-minute chaos usually prevalent in the final pre-season week.

**Revenue Boom** ■ Biggest factors in the increased rights revenue are the fees from the major markets of Los Angeles and Minneapolis-St. Paul, a

rejuvenation in Washington and the hike from a 154- to a 162-game schedule for each of the 10 American League teams. To this has been added an almost unanimous move to televise more games. In the American League most clubs are telecasting more games than last season with the others remaining pat. In the National League the San Francisco Giants, one of the two tv holdouts (Milwaukee is the other), has seen the light and will move into tv with 11 games, all from Los Angeles.

Color tv—now a byword in Chicago where the White Sox and Cubs swear by it (see story page 34), and in Cincinnati where WLWT (TV) has successfully pioneered night colorcasting—still is a year away from any major financial impact. Current contracts will expire prior to the 1962 season

thereby opening up a new area of bargaining. Pay tv has not reached the baseball front—but a spokesman for the sport says that provisions already are being made for that eventuality.

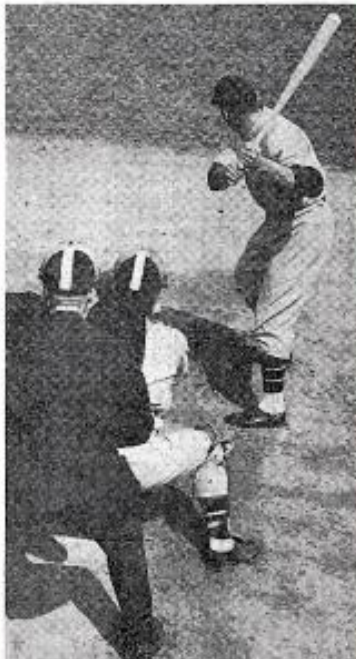
Both NBC-TV and CBS-TV will be spending high, wide and handsome for their respective *Game of the Day* packages with an estimated combined figure of \$26 million, up 10% over 1960.

**Exodus of Mutual** ■ Reasons for Mutual's departure from *Game of the Day* broadcasts after a 10-year association, according to Robert Hurleigh, MBS president, were (1) that enlargement of baseball networks had sharply reduced the number of stations eligible to be served by *Game of the Day* and (2) the desire expressed by Mutual affiliates to keep emphasizing news broadcasts rather than dropping them for baseball. In this connection it was pointed out by an MBS spokesman that 1961 promises to be a "big news year."

Emerging as a relatively new "face" in the baseball picture is Sports Network Inc., New York, which provides facilities and services for coverage of out-of-town games for major league clubs. SNI expects to be active in 450 tv games and in excess of 3,000 on radio. It has its own personnel, though on occasions local station employees are engaged.

In the sponsor department the breweries, as usual, are the kingpins (17 of 18 teams with the Los Angeles Dodgers the lone exception). Tobacco and oil companies follow in that order. Individually, the Theo. Hamm Brewing Co., last year's leader (excluding Gillette), has reduced some of its spending, thus encouraging the leadership challenge of Falstaff Brewing Co. which surges via purchases of the Los Angeles Angels.

**Good Baseball Year** ■ The fact that 1961 is looming as a great year for baseball has inspired much of the advertisers' quickness to firm their contracts at an early date, or miss out on the expected bonanza. Whereas but a handful of clubs (those still in the pennant fight near season's end) are given a chance of bright financial profits, 1961, the experts say, will begin a new era in baseball with the emergence of Pittsburgh, Baltimore and St. Louis as league powers, in addition to the old standbys, and Los Angeles, Minnesota



**\$75 million** tab will be picked up by baseball sponsors  
**\$17 million** will go to baseball teams for radio-tv rights  
**\$1.3 million** more goes to teams this year than last  
**More games** will be broadcast by radio and tv than ever before

## WHO PAYS FOR AMERICA'S PASTIME? continued

and Washington profitable curiosity points if nothing else. This means more interest and more money—on all fronts.

**The Future** ■ Although 1961 is expected to reach a new high for billings and rights, 1962 will be better—perhaps by as much as \$10 million more, with National League expansion into New York and Houston (first southwestern baseball entry); the start of Gillette's new 5-year \$4 million-plus World Series-All-Star Game package; possible entry into television of Milwaukee; new color contracts in Cincinnati, Chicago and possibly other places, and rights renewals for most National League teams. If it proves nothing else it does reveal that broadcasting's traffic will bear plenty and that its limit has not been reached and won't be for a while.

Below are the 1961 lineups as of last Friday.

### AMERICAN LEAGUE

**Baltimore Orioles:** WJZ-TV Baltimore will telecast 50 Oriole games (11 at home and 39 away) on a regional hookup in the surrounding area. Theo. Hamm Brewing Co., through Campbell-Mithun, Baltimore, and P. Lorillard Co., through Lennen & Newell, New York, will co-sponsor for television. WBAL Baltimore, will broadcast the Orioles' complete schedule plus 12 exhibition games starting March 11 with Hamm Brewing Co. picking up 1/3

sponsorship and 12 local firms sharing the remaining 2/3. Herb Carneal and Bob Murphy will air games on tv with Joe Crogan handling play-by-play on radio.

**Boston Red Sox:** The entire Boston schedule will be broadcast by WHDH, that city, with 56 contests to be carried on WHDH-TV on weekends, holidays and on 10 evenings. Radio coverage will be extended to a network of 40 stations in New England. A tv network of four cities—Hartford, Providence, Portland and Bangor (Maine) will be fed the tv coverage. Sponsors will be the Atlantic Refining Co. through N. W. Ayer & Son, New York; Narragansett Brewing Co., through Doherty, Clifford, Steers & Shenfield, New York, and American Tobacco Co., through BBDO, New York. Curt Gowdy, Art Gleason and Ned Martin will provide play-by-play and color.

**Chicago White Sox:** Daytime home games will be colorcast for the second consecutive year on WGN-TV Chicago (see feature sidebar page 34) with a card of 15 night games in black-and-white. Theo. Hamm Brewing Co., St. Paul, Minn., through Campbell-Mithun, Minneapolis, will co-sponsor on tv. The alternate sponsorship is not set except for Camel cigarettes, which will take one-quarter. Jack Brickhouse, assisted by Vince Lloyd, will do play-by-play for the 14th year. Opening home game is April 18. In radio, WCFL Chicago,



Dizzy Dean, colorful ex-pitcher, announces the 'Baseball Game of the Week' on CBS-TV.

will feed all games on a network of more than 60 stations in several states—extending as far as 1,200 miles. Season begins March 10 with spring training games. Ralph Kiner, ex-National League home run champion, and Bob Elson will handle play-by-play. Sponsorship includes renewals by General Tire & Rubber Co. through D'Arcy Adv., New York; General Finance Co. through Gordon Best, Chicago, and Anheuser-Busch's Budweiser beer through D'Arcy Adv., St. Louis. Newcomer is American Tobacco Co. through Gumbinner, New York, replacing White Owl cigars.

**Cleveland Indians:** WJW-TV Cleveland will telecast 56 Indian games and WERE-AM-FM will broadcast the complete schedule over a 35-city network. Television sponsorship—1/3 each—is shared by Carling Brewing Co. through Lang, Fisher & Stashower, Cleveland; Standard Oil of Ohio (Sohio fuel) through McCann-Erickson and American Tobacco Co. through BBDO, New York. Carling also sponsors on radio with others still to be named. Play-by-play will be handled by Ken Coleman and Harry Jones on tv and Jim Dudley and Bob Neal on radio.

**Detroit Tigers:** Repeating last year's coverage, Stroh Brewery Co. through Zimmer, Keller & Calvert and Speedway Petroleum Corp. through Doner Co. will each take one-third of a big radio-tv package. WKMH Dearborn, Mich., will originate a feed to a network of some 50 stations that includes WWJ Detroit (afternoon games) and WJR there (evening games). In prospect is a third-sponsorship sale to American Tobacco Co., possibly for Lucky Strike, through BBDO, New York. About one-third of the Tiger schedule under the same sponsorships will go on tv with

## Pay tv may have long wait for World Series

Baseball's World Series will become available to pay tv only when 25% of the population is subscribing.



Mr. Frick

This is the position of Ford Frick, baseball commissioner, who arranges for radio and tv rights for the World Series each year. This 25% pay-tv coverage figure is written

into the five-year contract signed last year by Mr. Frick and NBC and Gillette, according to Mr. Frick (BROADCASTING, Feb. 29, 1960).

Coverage, Mr. Frick feels, is just as important as income when the World Series is involved. In some respects coverage is more important: "The World Series is our show case," Mr. Frick said the other day. "We've got to show it to as much of the

country as we can."

When pay tv has a coverage that encompasses one-fourth of the nation, baseball will be receptive to bids, Mr. Frick emphasized. "We are not interested in pay tv in isolated cases," the baseball commissioner stressed, "only in national coverage." He acknowledged that no one has yet approached him to put the World Series on a pay tv basis, either air or wire.

In the U. S., plans are underway to run an FCC-approved three-year over-the-air test of Phonevision in Hartford, Conn. (BROADCASTING, Feb. 27). Under RKO General auspices, it is expected to begin in six months. A wired operation is under serious consideration in Little Rock, Ark., where a local group has asked the state public utilities commission to order Southwestern Bell T&T to furnish lines to the group. This will use the Telemeter coin-box method, the same system that is being run in the Toronto suburb of Etobicoke at the present time.



## What baseball gets from broadcasting

Below is an itemized breakdown of the way baseball teams get an estimated \$17,346,000 from broadcasters. While many of the figures

are estimates each has been checked with appropriate executives and is as accurate as it is possible to obtain. For details on sponsorships see story.

### American League

Team	1961 Rights	1960 Rights	Change
BALTIMORE	\$ 600,000	\$ 600,000	None
BOSTON	600,000	500,000	+\$ 100,000
CHICAGO	800,000	750,000	+ 50,000
CLEVELAND	700,000	625,000	+ 75,000
DETROIT	600,000	600,000	None
KANSAS CITY	400,000	400,000	None
LOS ANGELES	750,000	*	+ 750,000
MINNESOTA	600,000	*	+ 600,000
NEW YORK	1,000,000	900,000	+ 100,000
WASHINGTON	300,000	200,000	+ 100,000
A. L. TOTAL	\$ 6,350,000	\$ 4,575,000	+\$1,775,000

### National League

CHICAGO	\$ 500,000	\$ 500,000	None
CINCINNATI	480,000	480,000	None
LOS ANGELES	1,000,000	1,000,000	None
MILWAUKEE	800,000	800,000	None
PHILADELPHIA	500,000	500,000	None
PITTSBURGH	500,000	350,000	+\$ 150,000
SAN FRANCISCO	900,000	750,000	+ 150,000
ST. LOUIS	400,000	400,000	None
N. L. TOTAL	\$ 5,080,000	\$ 4,780,000	+\$ 300,000
Two-League Total	\$11,430,000	\$ 9,355,000	+\$2,075,000

CBS-TV (Game of The Day)	\$ 1,333,000	\$ 1,212,000	+\$ 121,000
NBC-TV (Game of The Day)	1,333,000	1,212,000	+ 121,000
Mutual Broadcasting (Game of The Day)	did not renew	750,000	-- 750,000
World Series and All-Star Games	3,250,000	3,250,000	None
<b>Grand Rights Total</b>	<b>\$17,346,000</b>	<b>\$15,779,000</b>	<b>+\$1,567,000</b>

\* No franchise.

WJBK-TV Detroit feeding a network of seven stations. Season is longer this year, running April 11 to Oct. 2.

**Kansas City Athletics:** Joseph Schlitz Brewing Co. through Majestic Adv., Milwaukee, has signed for full radio sponsorship on WDAF Kansas City and a six-station regional network and will sponsor one-half of the tv coverage on WDAF-TV. A card of about 30 games, not yet set, will be telecast. Radio coverage starts March 27 with a dozen exhibition games and will include all 162 games of the regular season. Merle Harmon and Bill Grigsby will do play-by-play. Schlitz may re-sell part of its radio sponsorship to another advertiser before the season begins, but nothing is definite on this now.

**Los Angeles Angels:** KMPC Los Angeles will broadcast the new Angels complete schedule plus 15 pre-season games under sponsorship of Falstaff Brewing Co. through Dancer-Fitzgerald-Sample; J. A. Folger Co. through Fletcher Richards, Calkins & Holden and Brown & Williamson through Ted Bates. Each will share 1/3 sponsorship in 22-city network that will cover southern California, Arizona and Nevada. On television KHJ-TV Los Angeles will telecast 26 games—6 pre-season, 10 home and 10 away—with Falstaff, Brown & Williamson and the Southern California Chevrolet Dealers (through Eisaman, Johns & Laws, Los Angeles) each picking up 1/3. Bob Kelley, Don Wells and Steve Bailey will cover play-by-play.

**Minnesota Twins:** WTCN (TV) Minneapolis-St. Paul, in the first of a three-year contract, will telecast 50 games (17 on weekends) of the new American League team (formerly the Washington Senators). WCCO Minneapolis will broadcast the club's 162-game schedule on a seven state regional network. The Theo. Hamm Brewing Co. for Hamms beer will sponsor on both radio and tv. Telecasts begin April 11. Some spring training games will be broadcast. Bob Wolff, Ray Scott and Halsey Hall will provide the commentary.

**New York Yankees:** WPIX (TV) will televise Yankee games for the 10th consecutive year, while radio broadcasts will be carried on WCBS-AM-FM New York, under a new three-year contract. WMGM New York, which had carried the Yankee games for the past three years, has challenged the alignment with WCBS. WMGM claims its radio broadcast rights were to run through the 1961 season. P. Ballantine & Son and R. J. Reynolds, both through William Esty Co., will repeat their co-sponsorship of radio-tv coverage. Tv schedule: 81 home games, 48 away games and four exhibition games. The first pre-season telecast has been set for March 12. Regulation game telecasts

## WHO PAYS FOR AMERICA'S PASTIME continued

commence April 11 and end Oct. 1. WCBS-FM will carry the full 162-game schedule as well as all exhibition games. The am outlet will carry 142 games, excluding only those scheduled on weekday afternoons. Yankee games also will be broadcast on a 40-station "Home of Champions" radio network, covering New York, Connecticut and western Pennsylvania. Mel Allen, Red Barber and Phil Rizzuto are Yankee sportscasters.

**Washington Senators:** WTOP-AM-FM-TV Washington will broadcast the full slate and will telecast 30 games (6 more than last year) of the new Senators on a several state regional network. P. Ballantine & Son (Ballantine beer) and R. J. Reynolds Tobacco Co., both through William Esty Co., New York, each will sponsor 1/3 on television with the remaining 1/3 not sold as of now. Ballantine will also sponsor 4/9 on radio with 12 local firms sharing the remaining 5/9. Those already set are Briggs Meats and Washington Gaslight Co., both through Kal, Ehrlich & Merrick; Sears, Roebuck through Alvin Epstein Adv., and Bruce Hunt (clothing store) through Abramson Adv., all Washington agencies. Other sponsors not complete. Play-by-play will be handled by Dan Daniels and John F. MacLean.

### NATIONAL LEAGUE

**Chicago Cubs:** As in the case of the White Sox, WGN-TV will carry all daytime home games in color, covering 77 games, with co-sponsorship signed by Theo. Hamm Brewing Co. through Campbell-Mithun, Minneapolis, for this season and next. Camel cigarettes also has been signed for one-fourth sponsorship with the rest not set. WGN also has radio rights to the Cubs with sponsorship one-third sold to Oak Park Federal Savings and Loan Assn. through Roy Conner & Assoc., Aurora, Ill. The other portion is still in negotiation.

**Cincinnati Redlegs:** Color telecasting of day and night games again this season will be standard operating procedure at WLWT (TV) Cincinnati using the highly sensitive GE pickup tube. Apparently the sponsors like it, too, because they all have renewed: Hudepohl Brewing through Stockton-West-Burkhart, Cincinnati; Standard Oil of Ohio through McCann-Erickson, and Colgate Palmolive Co. through Ted Bates. The Crosley Broadcasting Co. station will feed the colorcast coverage to Crosley's owned stations WLWC (TV) Columbus and WLWD (TV) Dayton, both Ohio, and will also feed WSAZ-TV Huntington, W. Va., and WLEX-TV Lexington, Ky. Season starts April 11. On radio, the Redlegs will be fed by WKRC Cincinnati to a network of more than 50 stations, 45 of which al-

ready have signed for the new season. The whole radio package will be sponsored by Burger Brewing Co. through Midland Adv. It will be Burger's 20th year of baseball radio.

**Los Angeles Dodgers:** Union Oil through Young & Rubicam, Los Angeles, and American Tobacco (Tareyton cigarettes and Roi-Tan cigars) through Lawrence C. Gumbinner Adv., New York, co-sponsor all Dodger games on radio (154) and television (11, all at San Francisco against the Giants) on KFI and KTTV (TV), respectively, both Los Angeles. KTTV also does pickups of Giant games in Los Angeles for KTVU (TV) San Francisco-Oakland. Radio network will encompass 19 stations. Sponsors are the same as last season. Play-by-play will be done by Vin Scully, Jerry Doggett and Chuck Bennett.

**Milwaukee Braves:** All three sponsors have renewed for the radio-only package that totals up to nearly 50 stations in a several state area. These include Miller Brewing Co. through Mathisson & Assoc., Clark Oil and Refining through Tatham-Laird and American

Tobacco Co. (Tareyton cigarettes) through Gumbinner Adv. Miller signed its second five-year pact for radio coverage in 1958. Originating outlet again will be WEMP Milwaukee with duplicate coverage also to be aired by WTMJ and WMIL-FM, both Milwaukee. Mathisson handles details of the baseball package. Club does not televise any games. Earl Gillespie and Blaine Walsh will do play-by-play for the 9th consecutive year. Spring training broadcasts begin March 11.

**Philadelphia Phillies:** WFIL-AM-TV Philadelphia again will carry the Phillies' games. The radio schedule: 20 pre-season games and 154 regulation games. Some 20 other radio stations in eastern Pennsylvania, New Jersey, and Delaware form a Phillies radio network. Tv schedule: 20 home games, 35 away games. All but 16 telecasts are daytime games. Other tv stations picking up the Phillies are WGAL-TV Lancaster and WNEP-TV Wilkes-Barre-Scranton, both Pennsylvania. Radio-tv sponsorship is the same as 1960: Atlantic Refining (N. W. Ayer & Son) is back for the 26th year; P. Ballantine & Son through William Esty Co., New York; Bayuk Cigars through Werman

## Florida enjoys annual baseball boom, too

The business of baseball rose to a peak in Florida last week as 13 major league and 50-odd minor league clubs fielded their full squads in training camps.

Thousands of dollars pour into resort coffers every day as close to 2,000 players, coaches, other club personnel, broadcasters and sports writers go about their pre-season activities in the generally sunny state.

The importance of the sport to Florida is shown by the spirited bidding by cities for the spring training activities. All but five major league clubs are installed around central and southern Florida. The camps are a star tourist attraction.

"Once more Florida has the honor of hosting a California team, the Los Angeles Dodgers who are camped in typically deluxe quarters at Vero Beach," the Florida Development Commission proudly announced. It suggested this "is an endorsement of Florida's superior weather for spring baseball training, and fans from all over the nation will have a chance to get preview looks at their favorites as they, too, enjoy Florida's fabulous commodities—sunshine, beaches, fishing, recreation and easy living."

The state is a busy programming source for radio and tv stations in

the North as tape, film and telephone beep accounts of training activities are transmitted northward. While no estimate has been made of the amount of sponsored time sold, it's known to be significant.

Of more significance to Florida is the power of baseball training to extend the peak tourist season through March and into April. The liveliest municipal bidding appears to be efforts by Fort Lauderdale and Miami to lure the New York Yankees away from St. Petersburg.

Florida is celebrating its 73rd anniversary of major league spring training camps. The Washington Senators were the first to train in the balmy climate, pitching camp in Jacksonville in 1888. In 1903 the Philadelphia Athletics moved into the city and soon the Florida camps were sprouting all over the state.

There's one cloud on the horizon—the clubs are annoyed at the refusal of hotels to house Negro players, who usually are shunted to rooming houses.

More and more radio and television stations in or near training-camp cities are originating games for home-town audiences while thousands of dollars are spent daily by players and club personnel in the usual round of pre-season activity.

& Schorr, Philadelphia, and Tasty Baking through Aitkin-Kynett, Philadelphia. Each sponsor has an equal share, and under a rotation plan there will be three sponsors for each game. Play-by-play will be handled by Byrum Saam, Frank Simms and Claude Haring.

**Pittsburgh Pirates:** KDKA Pittsburgh will broadcast the entire Pirate slate with 35 of these (and possibly more) to be presented on KDKA-TV. On radio the coverage will be provided to a network of 26 stations in Pennsylvania, Ohio and West Virginia. The sponsorship this year will be by Atlantic Refining Co. through N. W. Ayer & Son, New York; Ford Motor Co. of Allegheny County through J. Walter Thompson, New York, and Iron City Brewery through Ketchum, McLeod & Grove, Pittsburgh. Jim Woods, Bob Prince and Paul Long will do the sportscasting.

**San Francisco Giants:** KSFO San Francisco and Golden West Network will broadcast entire schedule with Falstaff Brewing Co. through Dancer-Fitzgerald-Sample, N. Y.; J. A. Folger Co. (coffee) through Fletcher Richards, Calkins & Holden, San Francisco and American Tobacco (Tareyton cigarettes) through Lawrence C. Gumbinner Adv., N. Y., each sharing 1/3 sponsorship. The Giants also will break their self-imposed tv barrier with 11 telecasts—all away games with the Los Angeles Dodgers—on KTVU (TV) San Francisco-Oakland. Falstaff picks up the entire tv tab. This is the first tv venture for the Giants since moving to the west coast in 1958. Russ Hodges and Lon Simmons will handle commentary on both radio and tv.

**St. Louis Cardinals:** As in previous years, KMOX St. Louis will feed a radio network of some 60 stations in nearly a dozen states for sponsorship by Anheuser-Busch's Busch Bavarian beer through Gardner Adv., St. Louis. Although there is no telecasting when the Cardinals play at home, about 40 road games will be carried for Busch on KPLR-TV there. For many years the Cardinals radio network has claimed to be the biggest, but it is being challenged now as some of the other regional groupings press the 60-station mark, too.

#### NETWORKS

**CBS-TV:** Approximately 160 stations will carry CBS-TV's *Baseball Game of the Week* in the U. S. and about 40 Canadian stations will present about 12 games out of 50 contests scheduled on Saturday and Sunday by the network. Network officials said they were lining up various regional sponsors for the games but could announce at this time that only Falstaff Brewing Co., through Dancer-Fitzgerald-Sample, would underwrite the games in various areas of

#### Bonus for top spot

The new Minnesota Twins are claiming a baseball first in their "incentive plan" sale of broadcasting rights to WTCN-TV and WCCO, both Minneapolis-St. Paul. Simply, here's the plan: The Twins sold their rights on the basis of finishing anywhere between fourth and tenth place. If the Twins finish higher, the stations will pay an additional rights fee. A first place finish would net an estimated extra \$60,000 for the team, a 10% boost.

the Midwest. Former major league stars Dizzy Dean and Peewee Reese will handle the announcing chores.

**NBC-TV:** Weekend telecasts of top major league games will commence on 150 stations April 15-16. A total of 50 Saturday-Sunday games will have been telecast when the last tv game is played on Oct. 1. Lindsey Nelson and Joe Garagiola will call the play-by-play on NBC-TV's *Major League Baseball* series. First advertisers to sign: General Insurance Co., via Cole-Weber Adv., Seattle, for one-quarter on alternate Sundays; Anheuser-Busch, Busch Bavarian beer, via Gardner Adv., St. Louis, one-half sponsorship on both Saturday and Sunday in the Midwest. The games will not be seen in any major league market, and no colorcasts have been set.

#### Baseball in full color promises future profit

WGN-TV Chicago, which last year began full scale colorcasting of baseball games, feels the impact of color tv might very well establish a "New Frontier" in the national pastime. Last year's experiment—the colorcasting of 120 games of that city's White Sox and Cub games at virtually black-and-white prices—prompted these words from Ward Quaal, WGN-TV's vice president and general manager:

"Color is a most potent and dramatic innovation in television, adding a fourth dimension of increasingly greater importance to the matchless combination of sight, sound and motion. We believe in color because it is *better television*."

Indicative of Mr. Quaal's feeling is WGN-TV's new radio and tv center on Chicago's north side, an all-color operation featuring live, local programming and increased emphasis of the use of color prints on feature and syndicated film prints.

Financial reflection actually will not be realized until 1962 when the broadcast rights of both the Cubs and White

Sox will undergo revision because of the National League's expansion plans (meaning an additional eight games to the Cubs' schedule) and the possibility of nighttime colorcasting which the station hopes to install.

WLWT (TV) Cincinnati, successful pioneer in nighttime colorcasting, also will not realize any additional profits from its venture until 1962 when the Redleg rights are renewed. No figures are available from 1960's test, but WLWT officials report a heavy saturation of color set sales in Cincinnati and a solid share of the audience despite the fact that the Redlegs had a relatively poor season.

#### Pulse to start a new in-home interview method

The Pulse Inc. will announce officially this week the start of a new in-home interview method which is designed to eliminate two problems that occur regularly in its monthly or bi-monthly reports on viewing and listening. A Pulse spokesman said last week that continuing coincidental in-home interviews began March 1 in the top 20 markets, and the service will expand to all markets "as quickly as possible."

The new interview technique, which, in effect, will validate the research company's recall findings based on the roster reconstruction method, has been initiated to check upon the listening and viewing by (1) the not-at-home families, and (2) short-span memory loss. Results of the coincidental in-home interviews, which will constitute 6-9% of the total aided recall interview sample, will be released at no extra charge to clients in the regular monthly or bi-monthly Pulse reports.

#### Agency appointments...

■ Benson & Hedges (Canada) Ltd. appoints James Lovick & Co. Ltd. and Kenyon & Eckhardt Ltd. for handling of new cigarette accounts. Media plans will be announced at a later date.

■ The American Petroleum Institute, N.Y., appoints J. Walter Thompson Co. for a program of research and advertising to stimulate automotive travelling. A research project now underway is designed to learn what motivates car owners to travel and to give an indication of which advertising media will be most effective to attain the institute's objective.

■ Exquisite Form Brassiere Inc., N.Y., appoints Kastor, Hilton, Chesley, Clifford & Atherton, that city, as its advertising agency for the Exquisite Form Brassiere and Feminine Form divisions. EF's budget will be above last year's (\$500,000), and will be used in both print and broadcast media.